

TABLE OF CONTENTS



INTRO

A DESIGNERLY EXPERTISE

Welcome to a designerly notebook	12
Designerly expertise	13
The four designerly loops	17
Promise and expectations	18
Standing on the shoulders of: Design thinking and designerly research	20
The notebook's structure	22
How to read the book	24



LOOP I:

IMMERSE 26

Immerse to move beyond assumptions	30
Theory-in-brief	32

Road Map Days 1–10

Day 1 Design Task and Arrangements	34
Day 2 Boards 1.0	39
Day 3 First Sketches	47
Days 4–5 Context and Market Safari	50
Theory in Brief	56
Days 5–7 User Research	63
Day 8 Product Sketching	67
Day 9 Storyboard, Prep and Reflection	70
Day 10 Milestone I	78

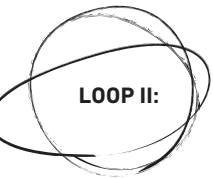


Worksheets

WS#1 Prep and Plan	36
WS#2 Persona Board 1.0	40
WS#3 Context Board 1.0	42
WS#4 Product Board 1.0	44
WS#5 First Sketches	48
WS#6 Context Safari – Context Board 2.0	52
WS#7 Market Safari – Product Board 2.0	54
WS#8 Interview Guide	60
WS#9 User Research – Persona Board 2.0	64
WS#10 Sketch on Specific Insights	68
WS#11 Storyboard (Workarounds)	72

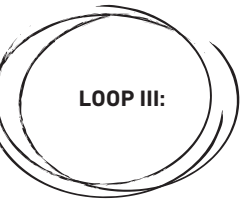
Reflections

R#1 Modal Shifts	74
R#2 To Move Beyond Assumptions	76



LOOP II:

PROBE	80
Proble into user's reasoning	85
Theory-in-brief	86
Road Map Days 11–20	
Day 11 Mock Up and Styleboard	88
Days 12-13 User Objections and Hooks	97
Day 14 Storyboard and Problem Focus	103
Days 15-16 Experiments	106
Days 17-18-19 Low-fidelity Prototypes	113
Day 20 Milestone II	120
Worksheets	
WS#12 Prep and Plan	90
WS#13 Mock Ups	92
WS#14 Style Board	94
WS#15 User Hooks and Objections	98
WS#16 Storyboard	104
WS#17 Feasibility Experiments	108
WS#18 Usability Experiments	110
WS#19 Problem setting	114
Reflections	
R#3 Framing	116
R#4 Co-development of Problem and Solution	118



LOOP III:

PERSIST	116
Persists until all the dots are connected	126
Theory-in-brief	129
Road Map Days 21–30	
Day 21 Demands and Wishes	131
Days 22-23 Deconstruct and Define Elements and Structures	137
Days 24–30 Prototyping Day 5 Material	141
Worksheets	
WS#20 Prep and Plan	132
WS#21 Demands and Wishes	134
WS#22 Product Disassembly Analysis	138
WS#23 Prototypes	142
Reflections	
R#5 Solution-led Goal Analysis	144
R#6 Persists	146



LOOP IV:

REFLECT	148
Reflect to storytell the position	153
Theory-in-brief	158
Road Map Days 31–40	
Days 31–32 Reflect on the Storyline and Position	154
Days 33–39 Last round of Reflection, Storytelling and Prototyping	156
Reflections	
R#7 Modal Shifts	160
R#8 Framing	162
R#9 Co-development of Problem and Solution	164
R#10 Dialogue with the Situation	166
R#11 Solution-led Goal Analysis	168
R#12 Reflective Practice	170



INTRO

A DESIGNERLY EXPERTISE

'Reflective practice is
a dialogue of thinking
and doing through
which I become
more skilful'.

- Donald Schön

WELCO

WELCOME TO A DESIGNERLY NOTEBOOK

If you want to build a designerly expertise, this book is for you. Because this book is all about 'doing' it. Of course, you may learn a lot from reading about the excessive number of design thinking methods and models that design researchers, design consultancies and practicing designers invented. But our studies of design experts revealed that in design, doing it is the key to building a designerly expertise.

In our latest research on design experts, we discovered, that you best acquire the skill and love of designing by jumping into the practice of designing. Therefore, we framed this book as 'a notebook'. Historically, notebooks have been spaces for designers for progressing their design while advancing their skills, thoughts and reasoning – a sort of space for collecting thoughts and reflections. We hope you will use this book as a regular moleskin. Draw in it, write in it, glue things into it. Use it as a place for design doing, note all your reflections, both those that emerge during your actions and those that arrive when you reflect on your actions.

When we started the research project on designerly expertise, and this book, our mission was to contribute with new research on: 'What design experts do?' collected in a format that is straightforward, relevant and at eye level for designers, students, other practitioners and businesses in general. We hope the book will help you when you are practising design to grasp what you do and have done. More importantly, we hope it will help you improve and understand how to build professional a designerly expertise.



DESIGNERLY EXPERTISE

In our research of extraordinary expert designers, we have had intense discussions on what 'designerly expertise' is and how we may best advance it at different levels. What do we already know? What can we see in practice that is not yet explained? And which pitfalls and shortcomings do people most often meet when trying to build a designerly expertise?

From previous research, we discovered that what designers focus on differs a lot depending on their level of expertise.¹ Therefore, in the theoretic framing of our research we build on the Dreyfus model of skill acquisition² (expertise). This shows that skill acquisition may be understood on levels from novices to experts (see Figure 1). One of the most important things to notice in the development from novice to expert is that, in the beginning, the ability to judge and prioritise is very low, whereas the dependency on rules (models, methods etc.) is very high. Experts, however, have intuitive grasps and visions of what to do and no dependency on rules. In fact, in our research, we found that most expert designers disregard models and methods.

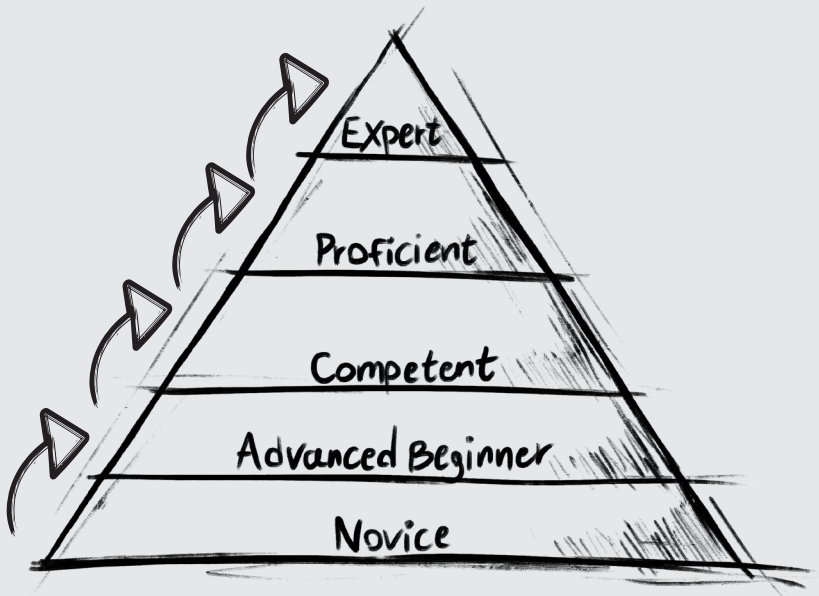


Figure 4. Building on Dreyfus and Dreyfus' skill acquisition model (1980)

1 Ericsson, K. A., Hoffman, R. R., & Kozbelt, A. eds. (2018). The Cambridge handbook of expertise and expert performance. Cambridge University Press.

2 Dreyfus, S. E., & Dreyfus, H. L. (1980). A five-stage model of the mental activities involved in directed skill acquisition (No. ORC-80-2). California University Berkeley Operations Research Center.